

REMARKS

In the Official Action mailed on **11 August 2008**, the Examiner reviewed claims 1-4, 6-17, 19-20 and 22. Examiner rejected claims 1-4, 6-17, 19-20, and 22 under 35 U.S.C. § 103(a) based on Lortscher et al. (U.S. Pub. No. 2002/0111816, hereinafter “Lortscher”).

Rejections under 35 U.S.C. § 103(a)

Independent claims 1, 17, and 20 were rejected under 35 U.S.C. §103(a) as being unpatentable over Lortscher. Applicant respectfully disagrees because the Lortscher system explicitly selects a list of users to send offers to participate in the system, while in embodiments of the present invention, web documents are posted at a web site, and users enter information without receiving explicit offers to participate in the system.

Specifically, Lortscher involves a privacy system that **explicitly selects potential users** to send offers to participate in the system. Further, the Lortscher system also involves obtaining lists of potential users from agencies that maintain such information. After generating such a list (and the type of incentive to offer users for participation), the Lortscher system **sends an offer to each potential user** “in the form of a solicitation or offer letters through the mail and/or they may be electronically transmitted to potential users on the list” (see Lortscher, paragraphs [0029]-[0032], and FIG. 3). Thus, Applicant respectfully submits that the Lortscher system explicitly requires both generation of a list of potential users as well as an offer sent to each user in the list for participation.

In contrast, embodiments of the present invention **maintain a website that allows consumers to enter and receive** data (see page 9, lines 7-12 of the instant application). The web site of the present invention also maintains one or more web documents that have entries that may be filled by the interested

consumer regarding areas of interest, as well as particular detailed information (see page 10, lines 2-22 of the instant application). Applicant respectfully submits in embodiments of the present invention, users can view the documents posted at the website of the licensing company, and respond with information without having received explicit solicitation offers to do so from the licensing company, in the form of either an electronic offer or a mail offer.

This is beneficial because embodiments of the present invention do not require either generation of lists of potential users, or explicit solicitation of users to participate in the system. Thus, when any communication with potential users changes (such as requiring different information from that previously required, or changing the terms of the contract, etc.), the change need be posted only at the web site without requiring it to be sent explicitly to all the potential users

There is nothing in the Lortscher system that suggests the limitations described above – in fact, the system of Lortscher **requires the generation of explicit lists of potential users, and also requires sending explicit offers of participation to potential users** (see Lortscher, paragraphs [0029]-[0032], and FIG. 3).

Accordingly, Applicant has amended independent claims 1, 17, and 20 to clarify the above distinctions. Dependent claim 11 has been canceled without prejudice. Dependent claims 2-4, 6-10, 12-16, 19, and 22 have been amended in view of the amendments to the independent claims. No new matter has been added

Hence, Applicant respectfully submits that independent claims 1, 17, and 20 as presently amended are in condition for allowance. Applicant also submits that claims 2-4 and 6-10, 12-16, which depend upon claim 1, claim 19, which depends upon claim 17, and claim 22, which depends upon claim 20, are for the same reasons in condition for allowance and for reasons of the unique combinations recited in such claims.

CONCLUSION

It is submitted that the application is presently in form for allowance.
Such action is respectfully requested.

Respectfully submitted,

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